

CRANSTON SCHOOL COMMITTEE

PUBLIC WORK SESSION

MARCH 16, 2011

WILLIAM A. BRIGGS BUILDING (REED CONFERENCE ROOM)

845 PARK AVENUE

EXECUTIVE SESSION: 6:00 P.M.

**PUBLIC WORK SESSION IMMEDIATELY FOLLOWING EXECUTIVE
SESSION**

PUBLIC SESSION IMMEDIATELY FOLLOWING PUBLIC MEETING

MINUTES

The Public Work Session of the Cranston School Committee was called to order at 6:10 p.m. on the evening of the above date in the Administrative Building, Conference Room, with the following members present; Ms. Iannazzi, Mr. Lombardi, Mrs. Culhane and Mrs. McFarland. School Committee members Ruggieri, Bloom and Traficante were absent with cause.

It was moved by Mr. Lombardi and seconded by Mrs. Culhane to convene to Executive Session pursuant to RI State Laws PL 42-46-5(a)(1) Personnel; PL 42-46-5(a)(2) Collective Bargaining and Litigation (Contract Negotiations' Update- Bus Drivers/Tradespeople/Mechanics, Custodians);(Teacher Negotiations;Teacher Assistants/Technical Assistants/Bus Aides Arbitration Award).

Roll Call – Quorum – A quorum was present. No votes were taken in Executive Session.

Public Work Session:

a. Policy Statement for Fund Raising/Commercialism, Commercial Goods, Services and Materials; Policy #5135.1

Mr. Nero stated – as you know at the one of the past meetings we were talking about advertising and how we could raise funds for the district. Mike Traficante A.D. had approached me and said to me the scoreboard is no longer functioning. It cannot be fixed. There is a company out there that will provide two brand new scoreboards for us but there is advertisement that goes along with it. So, last week Gail (Macera) was very gracious in her technology skills and Skyped (video conference call) for us with the salesperson from Ohio who spoke to Mike, Ray and I. We really need to look at our advertising policy because we can put a \$10,000 scoreboard and it won't cost us a dime. The program that is out there right now will be one that we have control over, we have control over Okaying the sponsors. If you look over your packet (see attached) you are going to this is the premier one. This one would be the premier scoreboard where the biggest paying sponsors are on the top of the scoreboard and the bottom would be the lower paying sponsors. It would be a contract that would run, we believe, to be efficient, would run ten years with them. The scoreboard will be for free. We will go through local sponsors. They will be happy to solicit to local places; an example

would be Chili's, Texas Roadhouse, etc. For something like this that is at a sporting event where, if they are not selling food at these events, may go out to one of these restaurants being advertised. During the day some of our kids have on-line communication and if you go on-line you know what happens, you are inundated with advertising. It just seems to be that we should set up a subcommittee to relax these guidelines in the advertising policy.

Mr. Traficante A.D. stated – I think at some point in time we may actually make money. Once the scoreboard has paid for itself any additional advertising would be split 50/50 between the company and the school department. We don't have the money to purchase a \$10,000 scoreboard.

Mrs. McFarland asked – you would have total control over what will go up on the sign? You could keep it local businesses?

Mr. Nero stated – it could be franchise businesses, local businesses, I am sure they would reach out and we would give them a list of local vendors. We would have control over what is up there. I would like to form a committee to come back with some suggestions to loosen this up. At least there should be some kind of overseeing board that would approve any advertising that we do in this school.

Mr. Lombardi stated – I agree we do need a subcommittee for this but I think we can retrofit this with our current policy because it does say – advertising for commercial goods shall not be permanently

attached to school structures that will be prominently displayed on school properties. However, a plaque of recognition of donated funds or services may be attached to the structure. It is a recognition that's being attached to the structure so arguably we are not violating our policy I would say because we have a contributor. But naturally I think the bigger role of the subcommittee is to set parameters on who those contributors should be.

It was also suggested that the Master Agreement with the company be reviewed thoroughly and the response was Attorney Cascione will do that.

6. Adjourn Public Work Session to Public Meeting

7. Executive Session Minutes Sealed – March 16, 2011

A motion was made by Mr. Lombardi and seconded by Mrs. McFarland to seal the minutes of executive session.

8. Adjournment

A motion was made by Mr. Lombardi and seconded by Mrs. Culhane to adjourn. All were in favor.

Respectfully submitted,

Frank S. Lombardi

Clerk